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1932

ROSES

THEIR CULTURE AND CARE



OUR
SEAL KRAFT
PROCESS

HAS
PIONEERED
THE ROAD

Patented December 29, 1931

TO SAFE AND SUCCESSFUL PLANTING

C. E. WILSON & COMPANY, Inc.
Manchester, Connecticut



Betty Uprichard



Ophelia



Charles K. Douglas



Duchess of Wellington



Mrs. Charles Bell

List of Selected Varieties

ALL SEAL KRAFT COATED

Gold Seal Brand—49c each, except as noted

*Obtainable from any of our distributors or
direct from our Nursery, postage prepaid*

WE recommend the following list for their all around hardiness and general popularity—many old favorites as well as newer introductions. Order now while assortments are complete. Orders will be shipped at proper time in order received.

BUSH ROSES

- American Beauty.** H. P. Deep pink, very fragrant.
- Betty Uprichard.** H. T. Buds coppery red; charming salmon pink blooms. Long stems. New.
- Chas. K. Douglass.** H. T. Bright red. Prolific bloomer.
- Columbia.** H. T. Bright pink; long stems, very fragrant. A popular variety.
- Crusader.** H. T. Crimson; stiff, long stems.
- Dame Edith Helen.** H. T. Beautiful new pink variety. Long pointed buds which open slowly to very double perfect blooms with recurved petals. Very fragrant.
- Doris Taylor.** H. T. Tall and vigorous; orange yellow buds and blooms. New. 75c.
- Duchess of Wellington.** H. T. Saffron-yellow-crimson buds, opening to very large coppery yellow. Popular.
- Etoile de France.** H. T. Dark crimson. Popular.
- Etoile de Holland.** H. T. One of the finest dark red roses. Large, velvety crimson flowers produced in great abundance throughout the season.
- Feu Joseph Looymans.** H. T. Erect stems; beautiful foliage; long pointed buds, apricot and old gold opening to golden buff. Very fragrant. New.
- F. J. Grootendorst.** Hybrid Rugosa. Bright crimson flowers produced in clusters. Desirable for hedges and masses.
- Francis Scott Key.** H. T. Very double, fragrant, brilliant crimson flowers.
- Frau Karl Druschki.** H. P. Vigorous and hardy; the most popular white rose.
- General Jack.** H. P. Clear red. An old favorite.
- General MacArthur.** H. T. Large; crimson-scarlet; good foliage; fragrant.
- Gorgeous.** H. P. Bushy plants; bright orange-pink flowers.
- Gruss an Teplitz.** H. T. Rich scarlet and crimson. Very vigorous and prolific bloomer.
- Hadley.** H. T. Rich, velvety crimson; very fragrant. A good cutting rose.
- Hugonis.** Early blooms of small, single pale yellow. Bushy. Used for massing and hedging.
- J. J. L. Mock.** H. T. Gorgeous two-tone, carmine with silvery pink blooms. Beautiful and attractive.
- Joanna Hill.** H. T. Long, rich apricot blooms with a suggestion of bronze. Strong grower; beautiful foliage. New. 85c.
- Kaiserin Augusta Victoria.** H. T. Pearly white, large, double flowers of perfect form. Very popular.
- Killarney Pink.** H. T. Bright pink, long buds, semi-double. An old favorite.
- Lady Hillingdon.** H. T. The hardiest Tea Rose. Deep apricot yellow. Continuous bloomer.
- Lady Margaret Stewart.** H. T. Strong erect grower; long buds of orange yellow stained and flashed with scarlet and the reverse of the petal is streaked with orange carmine, opening into a deep yellow; very double. New and justly popular.
- Los Angeles.** H. T. Flaming pink, golden base. Long, strong stems; ideal for cutting. Fragrant and extremely popular.
- Luxemburg.** H. T. Orange-yellow. Long oval, chrome-yellow buds shaded orange-red. Very vigorous and prolific bloomer.
- Magna Charta.** H. P. Bright pink. A very strong grower.
- Margaret McGredy.** H. T. Large; orange, scarlet and red changing to carmine-rose. Strong grower and an abundant bloomer.
- Mme. Butterfly.** H. T. Light pink profused with golden apricot near the base of the petals. Buds erect; foliage very good. Very fragrant. One of the best.
- Mme. Caroline Testout.** H. T. A popular pink and satiny rose; blooms of good size. Well known.
- Mme. Edouard Herriot.** (Daily Mail). A riot of color from coral red to flame pink, base of petal gold tip. One of the most profuse bloomers.
- Mrs. Aaron Ward.** H. T. Very light foliage. Fawn color buds and blooms. Habit of growth, low.
- Mrs. A. R. Barraclough.** H. T. A superb new pink rose. Long buds of perfect form, open to double bloom of dark pink with a glint of yellow at the base of petals. Stems are long and slender. Very new and will be popular.

OUR SEAL KRAFT ROSE GARDEN



Red Radiance



Souvenir de Claudius Pernet



Kaiserin Augusta Victoria



Columbia



Rev. F. Page Roberts



Souvenir de Georges Pernet



Radiance—Pink



Talisman



Gruss an Teplitz



Los Angeles



Mme. Butterfly



Mme. Edouard Herriot

In offering this collection of twelve popular varieties, we have tried to spare you the confusion, difficulty and uncertainty of selecting the best Roses in all colors and shades.

The countless number of varieties being offered often leads to confusion on the part of the Rose-buyer with the result that inferior and poor growing sorts are sometimes selected.

Every Rose in this collection has proved to be a leader in its class and has been selected for its satisfactory habit of growth, color, beauty of form and fragrance.



Each plant is *Seal Kraft coated*, neatly packed, guaranteed to grow and bloom the first year, assuring you an abundance of beautiful flowers heretofore impossible.

SPECIAL OFFER For Immediate Orders

We will include free ample fertilizer to keep your plants in vigorous growing condition the first year.

Price for one garden (complete with fertilizer and planting instructions) \$5.88.

List of Selected Varieties

BUSH ROSES (Continued)

- Mrs. John Laing.** H. P. Erect hardy plant. Moss pink, fragrant, flowers throughout the entire season. One of the best pink roses.
- Ophelia.** H. T. Salmon flesh shaded with rose. Large, beautifully formed buds borne on strong, stiff stems. Vigorous in growth and a free bloomer.
- Padre.** Almost single bloom of vivid shade of coppery-orange. Continuous bloomer and strong erect grower.
- Paul Neyron.** H. P. Exceptionally large; dark pink; very double. Grows upright and vigorous. One of the largest roses and very fragrant.
- President Herbert Hoover.** H. T. Maroon, orange and gold, novelty rose. Long pointed buds, rigid stems. New. 90c.
- Radiance Pink.** Wonderful foliage and vigor. Continuous bloomer. Large, brilliant rose pink blooms of intense fragrance. Probably the most widely planted rose.
- Radiance Red.** H. T. Similar to Radiance but has blooms of cherry red on erect stems.
- Rev. F. Page Roberts.** H. T. Shades in color from deep coppery-pink to orange and red. One of the most popular roses grown. Highly recommended. 75c.
- Rose Hill.** H. T. Bright pink, similar to Columbia.
- Sensation.** H. T. Scarlet crimson, nearly thornless, healthy foliage. Very fragrant.
- Sir David Davis.** H. T. Red rose, scarlet crimson flowers borne in great profusion throughout the season. New. 75c.
- Sunburst.** H. T. Apricot-yellow blooms with orange centers. Strong stems.
- Souv. de Claudius Pernet.** H. T. Too well known to need description. A real yellow rose.
- Souv. de Georges Pernet.** H. T. Immense flowers shading from copper to gold at base of petals. Good bedding rose.
- Talisman.** H. T. The most talked of rose today. Brilliant orange-red buds, combined with gold-apricot, pink and carmine in mingled splashes, streaks and blends. Very fragrant. Most beautiful when cut in bud. 85c.
- Ulrich Brunner.** H. P. Medium red changing to carmine; sweet scented; vigorous growth, exceptionally hardy.
- Willowmere.** H. T. Coral-red buds opening to large full blooms of clear pink with yellow shading. Resembles Los Angeles. Constant bloomer of strong growth.

POLYANTHA OR BABY RAMBLERS

POLYANTHA or Baby Rambler Roses are of dwarf compact habit. All are continuous bloomers; the blooms appearing in large clusters of such profusion that at times they appear to be entirely solid in color. All are excellent for massing where solid color effects are desired. They make splendid flowering compact hedges.

We can supply Baby Ramblers in the following colors:

Bright Rose Pink
Cherry Pink
Bright Rose
Orange
Orange Scarlet
Orange Yellow

Bright Red
Cherry Red
Scarlet Red
Dark Scarlet
Brilliant Light Red
Dark Scarlet-Shaded Black

CLIMBING AND RAMBLING ROSES

- American Pillar.** Crimson-pink with white centers and long golden stamens; clusters of single blooms completely cover the plant.
- Climbing American Beauty.** Brilliant carmine buds and flowers of large size.
- Climbing Breeze Hill.** A fine white climbing variety.
- Crimson Rambler.** Very strong in growth; very large heads of beautiful scarlet-crimson flowers. One of the most satisfactory.
- Dorothy Perkins.** Very vigorous in habit. Flowers shell-pink in immense clusters. One of the best climbers.
- Excelsa.** Bright crimson flowers. A vigorous and hardy variety and sometimes known as Red Dorothy Perkins.
- Gardenia.** One of the best and most popular yellow flowering climbers. A very strong grower. Foliage extremely glossy and of good color.
- Hiawatha.** Single flowers, deep pink with a trace of copper shading.
- Mary Wallace.** One of the strongest and most rapid growers. Bright pink. Large flowers. One of the most satisfactory.
- Paul's Scarlet Climber.** Pure scarlet-red blooms which retain their color until the blooms fall. The outstanding red climbing rose.
- Roserie.** Vigorous, thornless plant. A very prolific bloomer of even pink color.
- Silver Moon.** Flowers white, semi-double, very large with yellow stamens; perfect foliage.
- Tausendschon.** Resembles Roserie except the flowers range from white to soft pink. Very vigorous in growth.
- White Dorothy Perkins.** Flowers double, all white. Very profuse bloomer.



Dame Edith Helen



Lady Margaret Stewart



Etoile de Hollande



Padre



Willowmere

Hints on Culture and Care

When to Plant. In the north, during March, April and May, or, any time after danger of severe freezing is over. In the south, during the dormant period from October until May. We recommend spring planting.

Where to Plant. Roses grow and bloom best in sunny spots; sheltered to some extent from strong winds. They thrive best if planted in beds where frequent stirring of the soil is possible. Do not plant under or too close to large trees whose roots absorb nourishment.

Kind of Soil. Roses will do well in any good garden soil. The site for your Rose Garden should be selected where, if possible, natural drainage of surplus water is available. Do not plant in a low, wet situation. If your soil is very sandy, mix plenty of good heavy soil with it. Your ground should be thoroughly prepared before planting.

Planting Distances. Hybrid Perpetual varieties, being more thrifty in growth, should be planted about three feet apart. Hybrid Teas and Tea varieties should be planted about two feet apart. Baby Rambler or Polyantha varieties should be planted from eighteen to twenty-four inches apart.

How to Plant. The roots of all of our SEAL KRAFT Roses are packed in moist packing material and wrapped in heavy, tough paper which is thoroughly tied to prevent any escape of moisture. When the plant is received by you, remove this paper and packing material and straighten the roots and remove any which have become broken or appear damaged. The hole for planting should be large enough and deep enough to permit planting without any cramping or excessive bending of the roots. (See Fig. 3.) Every SEAL KRAFT Rose we send out has been budded or grafted and the stub (A) indicates the point at which the natural stock was removed. This stub is noticeable on every plant and the hole should be deep enough to permit this stub (A) to be planted at least two inches beneath the level or surface of the ground. Be very careful to fill in the hole with good, rich top soil thoroughly tramped down. Water thoroughly at time of planting and do not allow the soil to become dried out until actual growth has started. Watering at time of planting and immediately thereafter until growth has started is very essential.

Fertilizer. Roses respond readily to good fertilizer. Do not mix green manure with the soil which is to be filled in around the roots. Well rotted animal manure is best when applied as a top dressing. Roses need fertilizer the most when they are blooming. Our SEAL KRAFT Rose Fertilizer can be used when mixed with soil in filling the hole, or, as a top dressing without any danger whatever to the plant. We thoroughly recommend this. Bone meal soaked into the ground by rain or watering, is very effective and lasting.

AT TIME OF PLANTING

Pruning.

After unwrapping the SEAL KRAFT rose the general appearance will be

such as is shown in illustration (1); strong roots and several branches. In pruning for planting, remove any broken roots and even up the balance of the roots remaining as illustrated in Fig. 3. Select not more than the three strongest canes and cut back these canes to a length of not more than four to six inches as illustrated in Fig. 2. The plant when planted will then appear as illustrated in Fig. 3, with branches and roots properly pruned. Pruning at time of planting is one of the essential points in the future growth and development of the rose.

AFTER THE FIRST YEAR

1. Bush Roses. Thinning out and cutting back wood of the previous season's growth is most essential to secure the finest blooms of good size and color the following season. During the winter or before growth starts in the Spring the rose should be thinned to about three or four main shoots and these cut back at least one half. This will establish the frame work of the plant. Any side branches left on these main branches should be cut back at least three or four inches, or, leave not more than three or four buds on each of these branches. Each season following, the new wood of the previous season's growth should be thinned out and cut back at least one half of the previous season's growth. Any shoots appearing from below the surface of the ground or below the bud union (A) should be removed as these shoots come from the wild root stock and produce worthless blooms, not the same as those produced above the union, which is the variety which has been grafted onto the hardy or wild root stock.

2. Climbing Roses. The main branches of climbers should be thinned to three or four canes and these trained fan shape against a wall or trellis. The first season or two after planting, the main branches should be severely pruned and in after years the side branches should be shortened and thinned out; otherwise the plant will have the appearance of having dead and bare branches with little foliage. Any twisted or crossed branches should be either straightened out or removed entirely. By shortening the lateral branches each season you will always be assured of new, healthy foliage, with any dead or bare canes entirely covered.

Insect Pests. Green aphid is the most bothersome pest with which you will have to contend. These small plant lice are on the under side of the leaf and may be controlled by frequent spraying with a nicotine sulphate solution which can be procured at any Hardware Store. However, be very careful to follow directions as given on the package of the solution; otherwise, severe burning of the foliage may result.

Conclusion. Roses are exceptionally easy to grow; however, there is no plant that responds more readily to good care. Any advice that we have given you will be well worth following as the results obtained in doing so will result in more blooms of greater beauty.



Fig. 1. A Rose Bush as it comes from the nursery, after wrapping material has been removed.

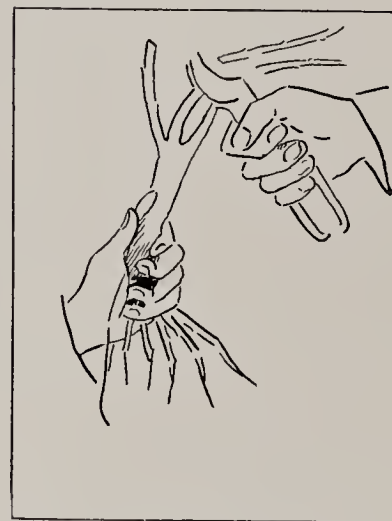


Fig. 2. Thinning out and cutting back tops and roots.

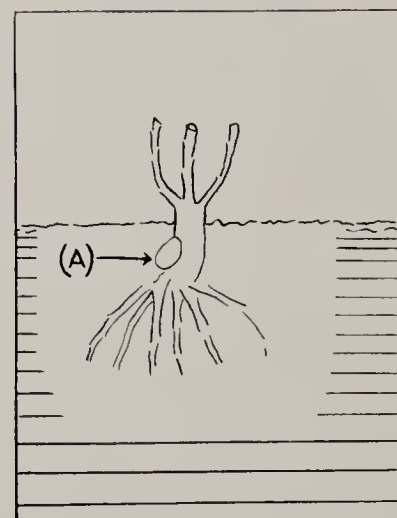


Fig. 3. Same Rose correctly planted; Stub (A) below surface and hole dug large enough to permit roots to spread without cramping.

WHAT IS SEAL KRAFT?

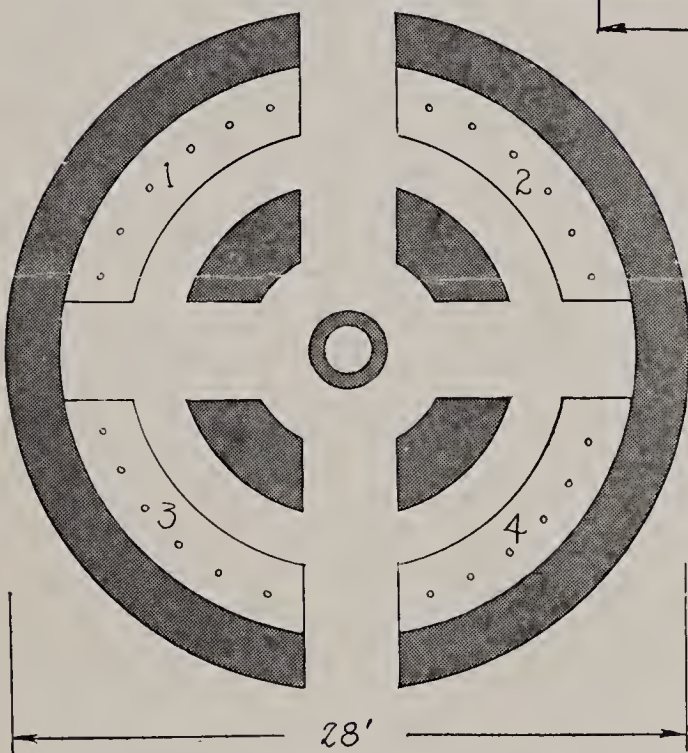
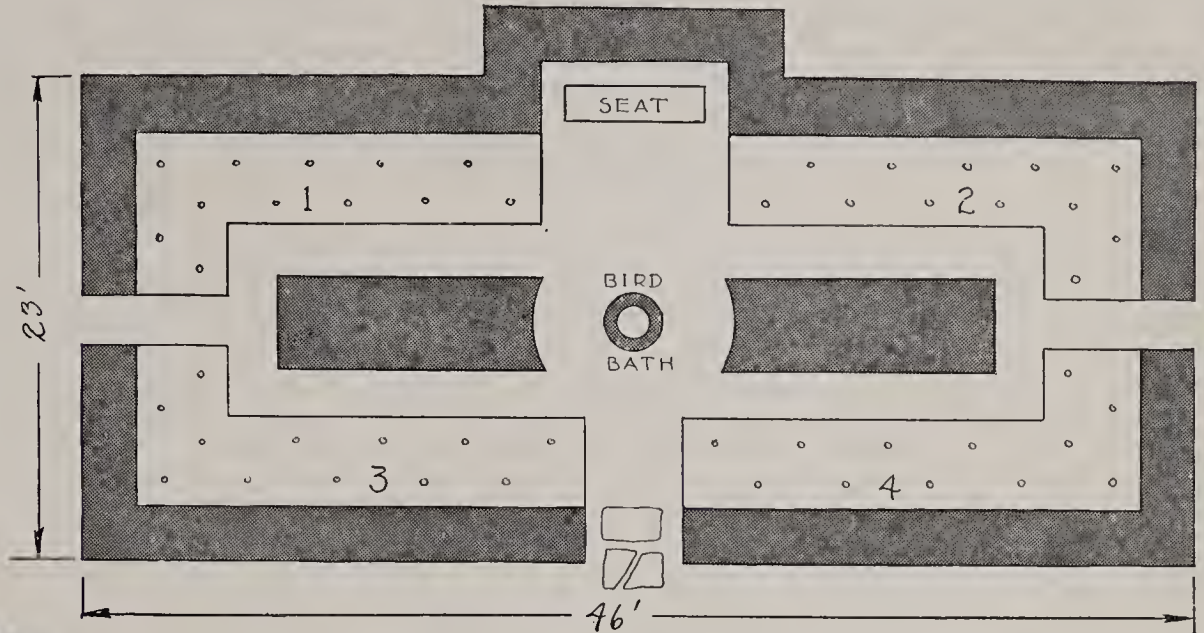
A Patented Scientific Sealing Process originated and introduced by us, preventing evaporation which is the cause of most failures in transplanting.

“SEAL KRAFT” solves this most important problem, truly supplying the missing link between Nursery and Garden. SEAL KRAFT sealing retains within the plant all of its original Vigor and Vitality enabling you to obtain results heretofore impossible.

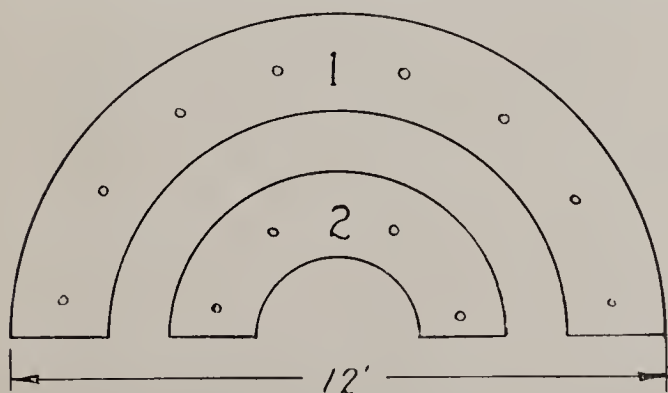
THE SIMPLE ROSE GARDEN

Below are a few simple planting plans for laying out a rose garden:

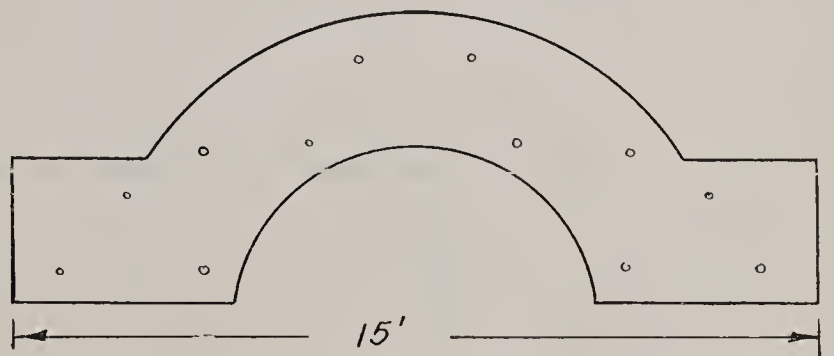
Size 23 x 46 feet. Scale, 1 inch = 10 feet. Clipped Hedge Border. Requires four of these rose collections, allowing a dozen plants set out two feet apart in a double staggered row in each of the four corner sections. The inner beds may be used for low-growing perennials, or annuals. A garden seat and bird bath are needed to complete this plan.



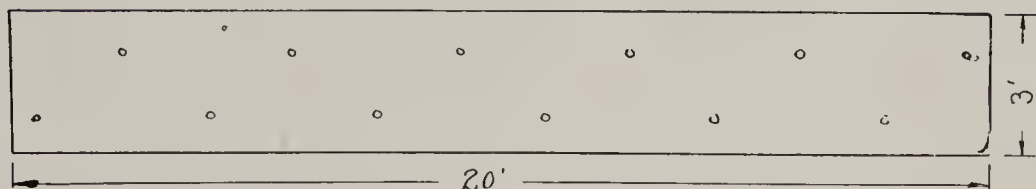
Size 28 feet in diameter. Scale 1 inch = 10 feet. Clipped Hedge Border. Requires two of these rose collections for the outside circular beds, allowing six plants to each of the four sections. The inner beds, set out to low-growing perennials, provide a lively complement to the more dignified rose array. A sun dial or gazing globe forms the central figure.



Size 6 x 12 feet. A single collection provides eight rose bushes (Nos. 1 to 8) for the outer border and four varieties (Nos. 9 to 12) for the inner one.



Size 5 x 15 feet. This collection of twelve varieties can be effectively arranged in this curved border, spaced about 2 feet apart in a double row.



Size 3 x 20 feet. The conventional running border. The rose collection should be set out in a staggered row in the order named in list.

OUR GUARANTEE

We unreservedly guarantee our SEAL KRAFT Roses to live and to bloom true-to-name. SEAL KRAFT Bush Roses are guaranteed to bloom the first year. We will replace free any SEAL KRAFT Rose that does not satisfy this guarantee.

C. E. WILSON & COMPANY, Inc.
Manchester, Connecticut

